

THE BROADWAY CORRIDOR

COMMUNITY CHARRETTE



November 21-24, 2002

Mesa, Arizona

Joint Urban Design Program
CAED Alumni Association
College of Architecture and Environmental Design
Arizona State University

THE BROADWAY CORRIDOR

COMMUNITY CHARRETTE

Mesa, Arizona

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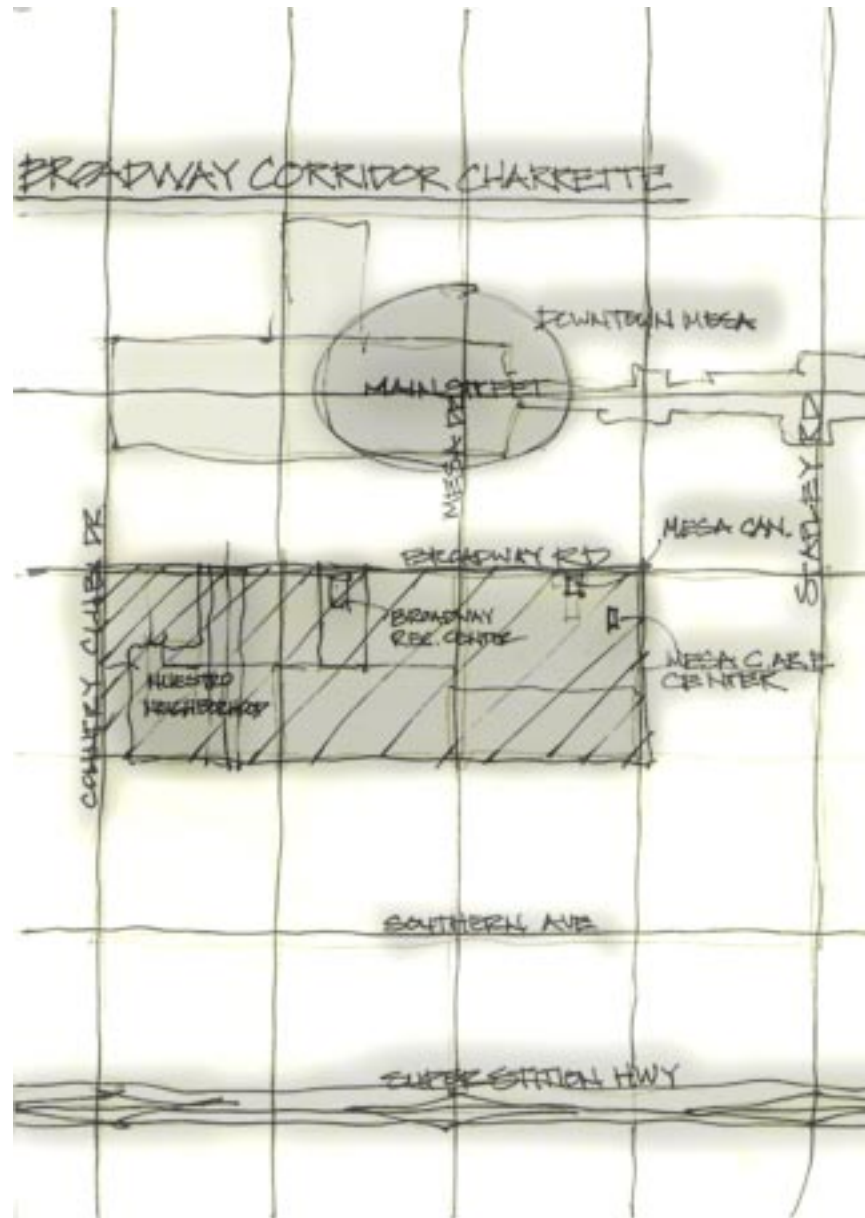
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THE BROADWAY CORRIDOR



CHARRETTE

HISTORY & BACKGROUND

WHAT IS A CHARRETTE?

The charrette process is used by the professional design community to address a difficult urban problem in a short period of time. It is an intensive workshop/think-tank effort usually held over the span of several days, during which participants gain an understanding of the issues from the community and then generate design ideas aimed at solving the problem. It is a participative process involving design professionals, public agencies, private business stakeholders, and community residents.

The word comes from the French word for “cart” and refers to the cart that came to collect the architectural works of a student in any *atelier* (professor’s workshop) of the Ecole des Beaux-Arts in Paris in the period between 1869 and 1930. The word came to mean the harried period in which a student’s final drawings were, hopefully, completed.

The unique value-added of a charrette over a simple workshop is the graphic image. Designers literally draw pictures of landscapes, streets, public spaces, and buildings that illustrate, in a readily understood manner, regulations and policy statements that are often difficult to visualize. Neighborhood leaders and residents provide the context for those drawings, respond to initial images, and offer modifications. Their responses not only refine the drawings but also help them to focus *their* images of what the future of the neighborhood should be.

JOINT URBAN DESIGN PROGRAM

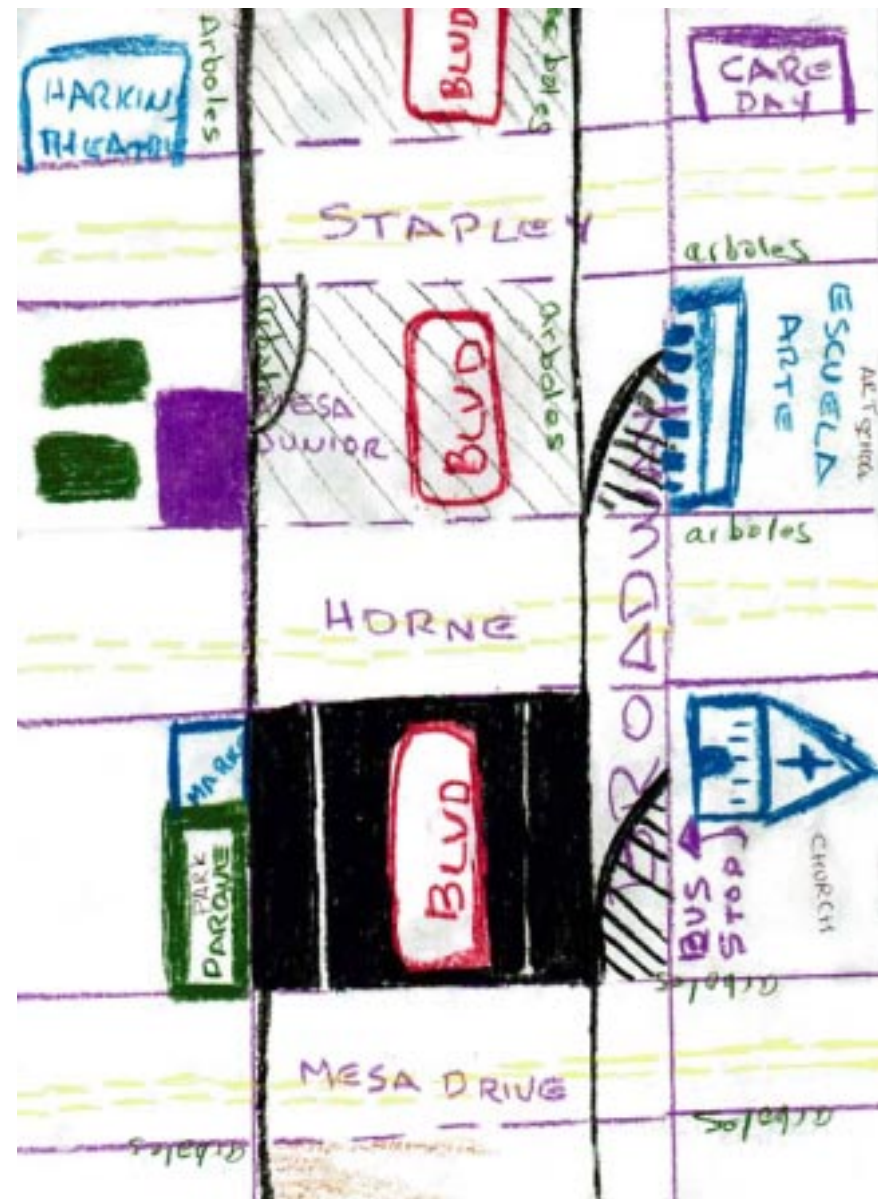
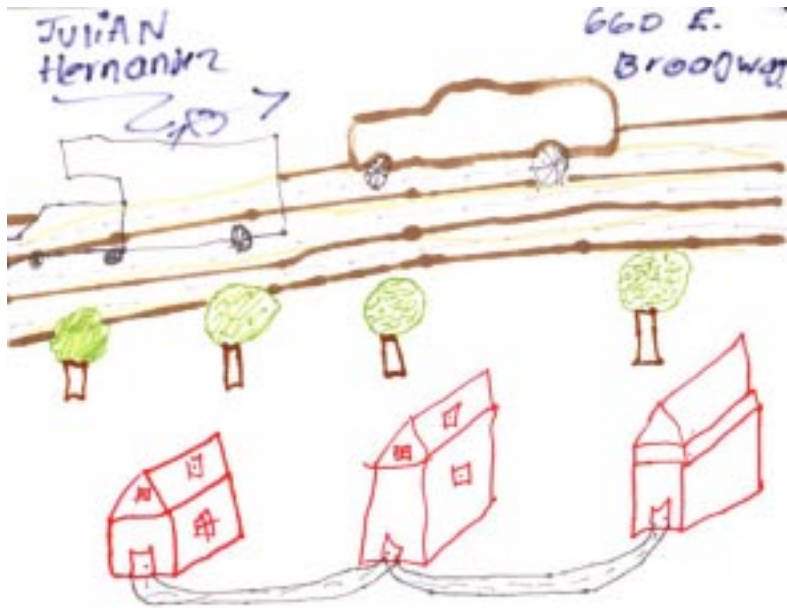
The Joint Urban Design Program (JUDP) is the combined service and outreach arm of the College of Architecture and Environmental Design. In the great civic debate about the evolving form of the Phoenix metropolitan area, the JUDP aspires to be a facilitator of dialogue and the honest broker of decision making. By itself and through partnerships with other public and private agencies, the JUDP fosters environmental stewardship, neighborhood and community development, quality of life, sustainability, transportation improvements, and a revitalized urban form. The program’s funded projects employ ASU faculty and students.

The mission of the JUPD is to help residents of the Phoenix metropolitan area make informed decisions about the future design of their communities. As such, the JUDP serves as a bridge linking neighborhood groups and community leaders with the faculty and students of the College of Architecture and Environmental Design.

The Joint Urban Design Studio (JUDS) is the JUDP’s physical location in the ASU Downtown Center. It is a place where facilitated discussions between community, civic, and private sector interests can be held on neutral ground in an information-rich environment. The JUDS displays ideas and disseminates information on urban issues including models, panel graphics, the college’s web pages, and publications of local, regional, and national importance.



Center and Main Streets (view north along Center Street), circa 1925



The following concerns are based on residents' input as recorded by Community Asset and Resource Enterprise (CARE) in surveys and in meetings with the charrette team.

Advantages of the Broadway Corridor Neighborhoods

- Everything you need is here
- Presence of extended family creates feeling of safety, security
- Mesa is a safe city
- Schools are good
- Grocery stores and churches are near

Concerns/Needs of the Residents

- Lack of public transportation affects employability of residents
- There is a lack of jobs in Mesa, especially service jobs
- Lack of bilingual media in Mesa makes it difficult to get the word out about public events, available assistance, etc.
- There is a lack of connection to the greater city of Mesa
- Political recognition by the leadership of the city is lacking
- Schools are dealing with funding cutbacks; they do not receive enough district support to deal with issues of the homeless population and the non-English speaking population
- Residents need access to information about the programs and help available through Arizona State University and Maricopa Community College
- There is high turnover in the multifamily rental market

- Transiency of the community makes it hard to establish traditions
- Festivals that build on existing strong family ties, that are social, low cost, and family-oriented, would help to establish local cohesiveness: the community needs a public gathering place and venue for festivals within walking distance
- New infill housing lacks the character of existing structures; does not fit into neighborhood fabric
- Along Broadway Road, the combination of day workers and social service clients creates the perception that the area is unsafe
- A solution to the day labor issue is needed
- There is a need for one or more women's and children's centers

Change Agents

- Self-organizing is preferred over having outside agencies come in
- Individuals must take responsibility for change; currently there is no momentum for community participation
- There is a need to coordinate efforts and not reinvent the wheel

A SHORT HISTORY OF MESA

Pioneer Era

The history of Mesa begins around A.D. 700 with evidence of the arrival of the Hohokam people. For the next 700 years the Hohokam built an elaborate canal irrigation system to support an extensive agricultural network in the areas surrounding the then free-flowing Salt River. Sometime around A.D. 1400 these ancient people mysteriously disappeared, though much of the original canal system they built is still traced by today's canals.

Missionaries and explorers, including Coronado, Father Kino, and Marcos de Niza, came through Arizona during the 1500s and 1600s. Apache Indians drove the Spanish away from Arizona in the 1700s. U.S. Army troops fought the Apaches in the late 1800s, opening the way for White settlement. Kit Carson and other explorers came through the Salt River Valley during the early part of the 19th century.

Soldiers from Fort McDowell used a ferry to cross the Salt River when they needed to travel to the south. Maryville was settled in 1865 at the site of this ferry, west of what is presently Val Vista Road. The crossing greatly facilitated travel and exploration in the

east valley region. The increased safety owing to the military presence made the area much more appealing to settlers, providing the initial catalyst for the settlement of Mesa.

Lehi

Mormon soldiers who had joined the U.S. Army during the Mexican War (1846–47) created a wagon trail through Southern Arizona during their journey to San Diego. Their experience in Arizona made it possible for them to inform church leaders that the Indians were friendly and that the land was suitable for agriculture. Consequently, Mormon Church officials asked Daniel Webster Jones to lead a group to settle in Arizona. In 1876, a party of 84 men, women, and children gathered in St. George, Utah, in answer to the call from the leaders of the Mormon Church to found a settlement in the "far south." Their destination was not specified. Leading the party was Jones, who would guide them toward the Salt River Valley area that so impressed him just a few months earlier.

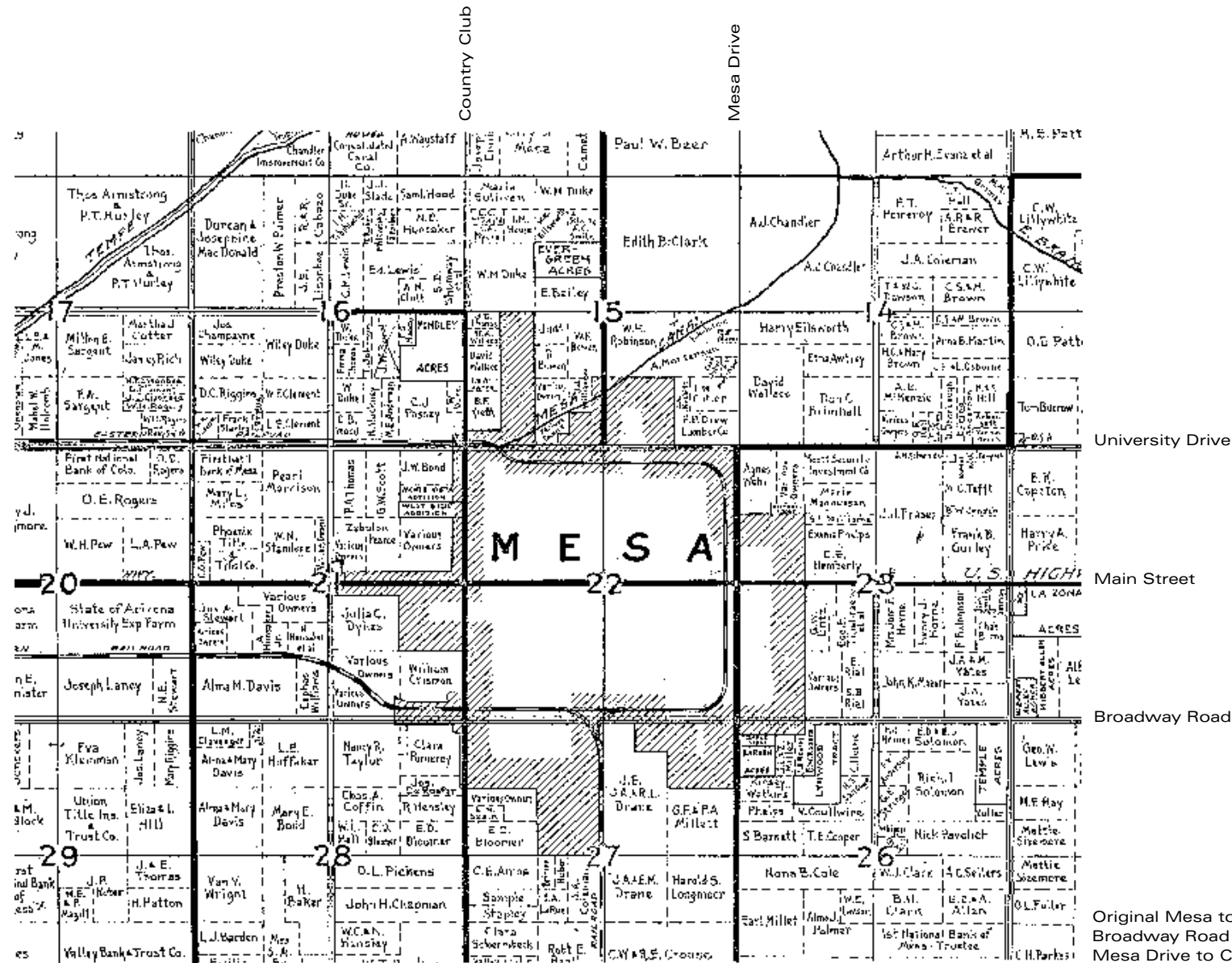
First Mesa Company

The First Mesa Company, comprised of 85 members, left Utah

and Idaho in September 1877. The company leaders, some of whom were polygamous, were Charles Crismon, Francis Pomeroy, George Sirrine, and Charles Robson. They became known in Mesa as the "four founding families." The leaders of the Mesa Company reached Utahville, as Lehi or Jonesville was then called. Daniel Webster Jones invited the group to stay, but they moved up to the mesa. They marked off land and began clearing the original Hohokam canals. On July 17, 1878, Theodore Sirrine went to Florence to register Section 22, now called the Town Center: the square mile from Mesa Drive to Country Club and University to Broadway. Early names for Mesa varied because the post office used different ones, however, the town itself was always called Mesa City.

In 1888, Mesa's population reached 300. To open up more irrigable land for colonization and farming, the Highland Canal in north Mesa was constructed. This canal was longer than the Mesa Canal completed 10 years earlier, and construction was considerably more difficult because the new canal did not follow the path of the prehistoric Hohokam canal system. It was used little until the Great Drought of 1901.

ORIGINAL MESA TOWNSITE



Original Mesa townsite:
Broadway Road to University Drive,
Mesa Drive to Country Club

The Second Mesa Company, which came from Idaho in 1879, included the Phelps, Hibbert, Dana, and LeSueur families. In 1880, the Rogers, Standage, and Pew families came. Because the best land had been taken, the 1880 pioneers established Stringtown, along what is now Alma School Road. The Standage Farm became the University of Arizona experimental farm on Main Street between Alma School and Dobson. The property stood undeveloped until the late 1990s when a Wal-Mart Shopping Center and the East Valley Institute of Technology were built on the site.

An economic boost occurred when Mesa was connected to the rest of the valley and United States by the railroad in 1895. The Maricopa, Phoenix, and Salt River Railroad connected Mesa to Tempe and Phoenix, and Santa Fe opened a line connecting Phoenix with northern Arizona. Among other things, this made the shipping of lumber from the north much more feasible for Mesa settlers. Electricity for the community was brought to the area by Dr. A. J. Chandler, veterinarian, canal magnate, and successful farmer (for whom the neighboring community of Chandler was

named in 1912), who began construction of a powerhouse on his crosscut canal in 1895. Upon the powerhouse's completion three years later, Mesa entered the electric age. The City of Mesa purchased the utility company from Dr. Chandler in 1917, becoming one of the few cities in Arizona to own utilities. Utility earnings enabled Mesa to pay for capital expenditures without bonds until the 1960s. It also provided the shared funds that allowed construction and service projects to be implemented for the Works Progress Administration during the Depression. Dr. Chandler enlarged the Mesa Canal with heavy machinery in 1895. He also built the first office complex in Mesa on the northwest corner of Main and MacDonald using the first evaporative air cooling system in Arizona.

In 1897 Mesa had the longest period of drought the region has ever experienced. The "Great Drought" lasted until 1905, causing massive crop failure and resulting in the arrest of dozens of farmers on water theft charges. During the latter stages of the drought, the reduced water flow in the rivers even impacted the availability of electricity, just as

Mesa residents were beginning to stock up on electric fans.

Mesa's population reached 722 as the century turned. Beginning in 1903, Mesa's growth included the arrival of new ethnic groups to the community, as the first Japanese and the first Black families move to town. The first African-American family, the McPhersons, arrived in 1905. Dr. James Livingston, a Black veterinarian, came before 1910. The contribution of Japanese farmers helped Mesa become one of the premier garden communities in the state—giving it the unlikely nickname of "Gem City," not for any mining activity, but for its green agricultural lushness. Chinese immigrants were mostly farmers and business owners, arriving about 1910. Willie Wong, the mayor of Mesa from 1992 to 1996 and the first Asian-American mayor of a major city, is the descendent of such a family.

Originally called Roosevelt Road, the Apache Trail was constructed in 1904 primarily using Apache laborers, many of whom brought their families with them. This 60-mile stretch of road leads from Mesa to the site of the Reclamation Bureau's first major project: the construction of the Roosevelt

Dam just below the confluence of the Salt River and Tonto Creek. The narrow, winding road was the scene of many accidents and near-tragedies, complicated by the introduction of the automobile to Mesa at about this time.

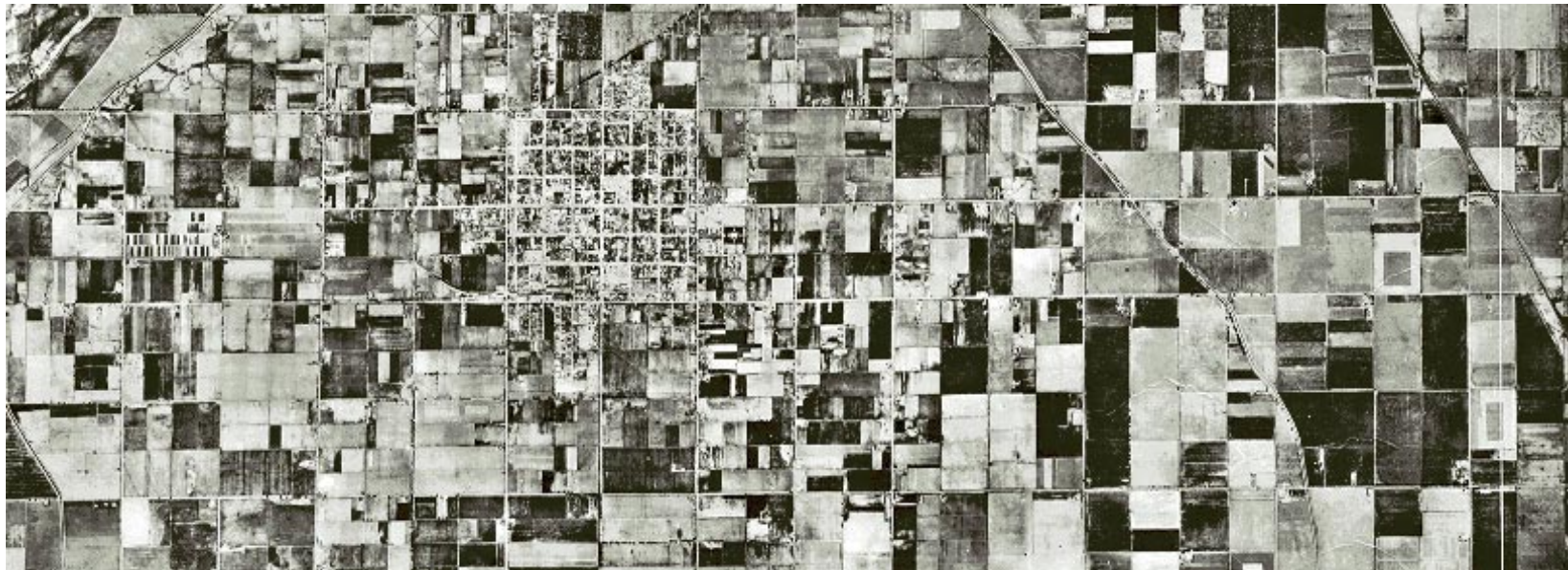
Construction of the Granite Reef diversion dam just north of Mesa was authorized to control flooding of the Salt River, and the dam dedicated in 1908. Further north, work continued on Roosevelt Dam, which reached completion in March 1911. Workers and professional men moved to Mesa from Roosevelt after the dam was

finished, helping to populate the growing city.

By 1940, Mesa's population increased to 7,244, and after World War II, Mesa's population more than doubled to 16,790. Falcon Field Airport and Williams Air Force Base were built in 1941 to provide training for World War II pilots—Falcon Field for the British Royal Air Force and Williams for U.S. pilots. After the war, many veterans' families decided to settle in Mesa. Air conditioning came into more common use and tourism grew in the late 1940s.

The decade of the 1950s brought more commerce and industry to Mesa, including early aerospace companies. By the end of the 1950s, Mesa's population once again doubled to 33,772. Wright's Market opened on Broadway at Mesa Drive in 1954 with parking for 400 cars and became Mesa's first suburban shopping mall.

Tourism grew into Mesa's prime industry, bringing in more than \$10 million annually. Mesa's economic base shifted from agricultural to manufacturing and service industries. Until 1960, more than 50 percent of the



Aerial view of Mesa and surrounds, circa 1935

residents earned their living directly or indirectly from farming, mainly citrus and cotton. As planned unit development began to consume farmland from Broadway Road south to Baseline Road during the 1960s and 1970s, multifamily housing and industrial buildings encroached upon the original neighborhoods of laborer and farm worker housing.

The upward spiral of growth in Mesa continued into the second half of the twentieth century. Developments of two major shopping centers—Tri-City Mall in 1965 and Fiesta Mall in 1980—provided the east valley with a solid retail base but also had the effect of siphoning retail activity away from the downtown area. The construction of the Superstition Freeway through Mesa, which began in 1977 from Interstate 10 near the Phoenix/Tempe border across Mesa and east toward Apache Junction, provided the link to lure Phoenix residents to its doors. Several new manufacturing plants by corporations such as Motorola and McDonnell-Douglas opened, providing jobs and a larger tax base to a growing city.

Mesa's population was nearly a quarter of a million people in 1986. By 1987, the city of Mesa

had grown to a geographic area of 100 square miles—100 times larger than the town's "original square mile." Today the land area stands at 128.5 square miles.

The 1960s through 1990s saw more high-technology companies move to Mesa, today numbering over 100 firms. The number of health facilities grew, especially during the 1980s and 1990s, to service the larger population. Mid-1990s figures show Mesa employment percentages as retail—31.2%, office—25.7%, public—16.1%, industrial—14%, other—11.6%, and residential—1.4%.

With the exception of the decade of the 1920s when the cotton prices plummeted, Mesa increased by at least 79 percent every decennial census through 1990. In 1990, the census showed Mesa to have the highest growth rate of any city over 100,000 in the United States: the population grew 89 percent from 152,404 in 1980 to 288,091 in 1990. In 2000, Mesa's population was approximately 404,000—over 100,000 people more than in 1990. Mesa has developed into the third largest city in Arizona and the 46th largest city in the United States. The Census Bureau now designates the Valley as the

Phoenix-Mesa Metropolitan Statistical Area.

An important change in demographics is due to the immigration of families from Mexico—the population of Mesa is almost 20 percent Hispanic as of the last census.

As Mesa and the Broadway Corridor strive to reinvent themselves, several issues need to be kept in mind. The Central Broadway Corridor Sub-Area is designated for redevelopment in the Mesa General Plan 2002, and the Mesa Town Center Plan adopted in 2002 designates its southern Broadway edge for "landscape setback." An effort to encourage rehabilitation of existing older housing and identify new infill construction sites should be undertaken in the predominantly Hispanic Broadway neighborhoods. Human service providers have been established along the Broadway Corridor, and the day labor tradition from the days of the seasonal farm workers re-emerges to serve the construction and landscaping industries. Finally, two transportation arteries will be completed in the future: the Santan Freeway in 2007 and the Valley's light rail system, to be sited along Main Street, in 2015.

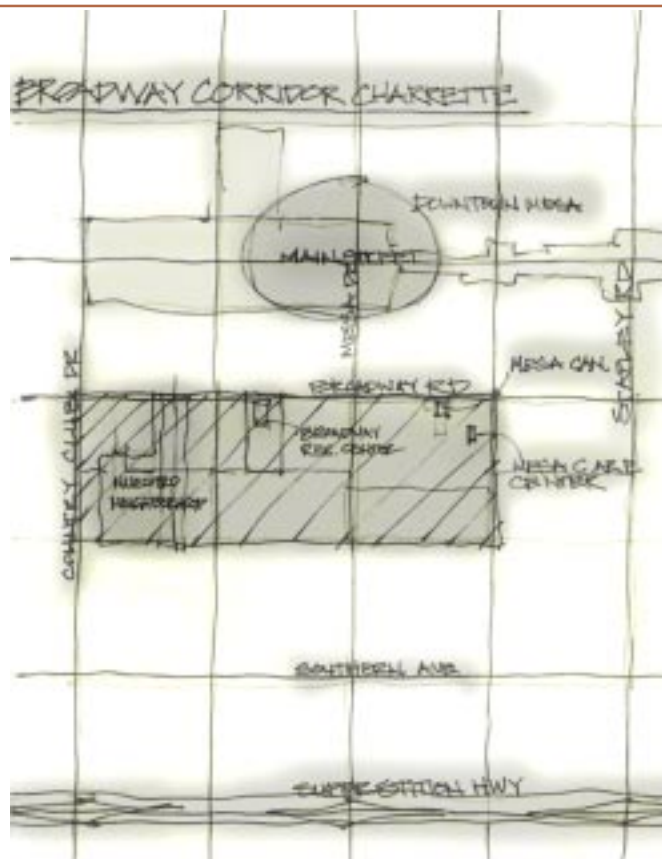
CORRIDOR

BROADWAY TODAY

THE BROADWAY CORRIDOR

For the purposes of the charrette, the Broadway Corridor was defined as extending from Country Club Road on the west to Stapley Road on the east, and from Broadway Road south to 8th Avenue. The Corridor lies within Mesa's General Plan Central Broadway Sub-Area. Two neighborhoods, the Nuestro Barrio and the Watertower Improvement Neighborhood, lie within the charrette boundaries.

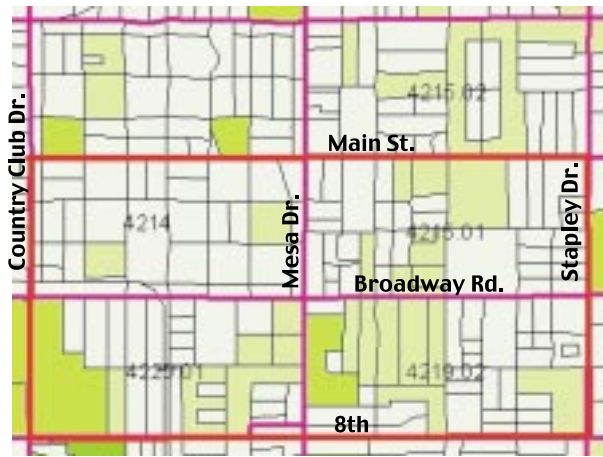
Broadway Road was the southernmost edge of the original townsite of Mesa. Today it is a major east-west arterial lined with warehouses, light manufacturing plants, auto supply stores, liquor stores, human service providers, and discount retail. Directly to the south are neighborhoods that date from the 1920s and earlier that were annexed by the city in the 1930s. The housing was originally built for laborers and agricultural workers for the citrus growers and small farmers of the area. It is surrounded by postwar planned unit developments. The area is now predominantly Hispanic, with a unique character of diversity, street life, and ethnic culture.



Survey Profile of the Broadway Corridor

Research carried out in support of the charrette by an ASU interdisciplinary studies class in the fall of 2002 examined housing conditions in the Broadway neighborhoods (full report available on Herberger Center website: see References). The findings are summarized in the following statement.

We found the neighborhood to be highly transient with 2/3 of residents having lived there less than two years: the vast majority of these transient residents rent. Forty percent of households surveyed owned their own home (in Arizona, according to the 2000 census, 68 percent of households own their home). While Hispanics were just as likely to own their home as Whites and just as likely to be living in a single-family home, they had significantly larger families than did Whites. However, most troubling was that Hispanics, despite their larger family size, tended to live in equal size or smaller accommodations, yet pay a similar amount for their rent or mortgage.



Census Tracts

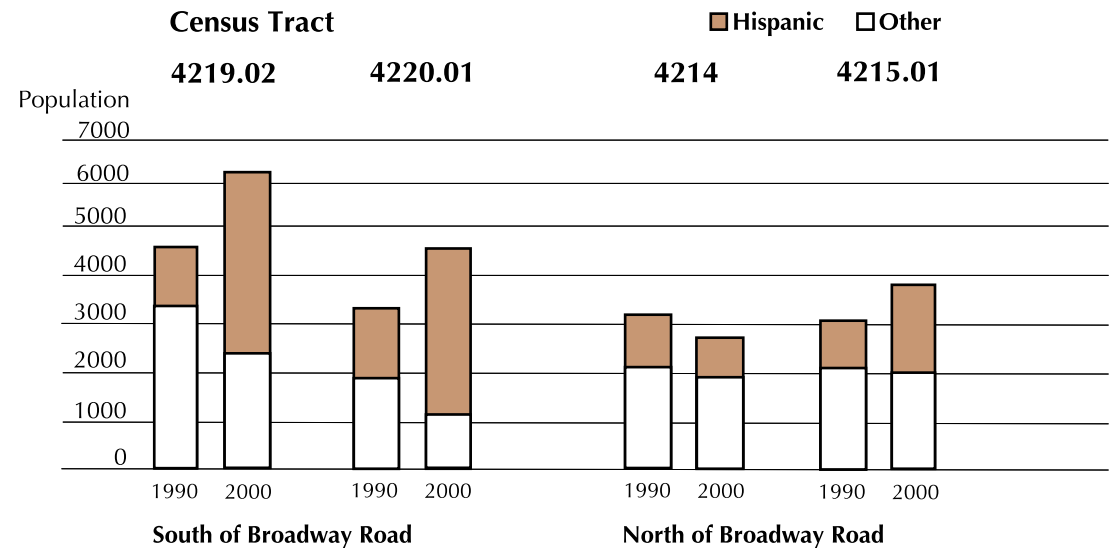
Demographic analysis of the two census tracts to the north and two tracts south of Broadway Road shows a marked increase in population south of Broadway Road, with much of the increase occurring in Hispanic and family population. This supports the issues voiced by the community at the charrette—a call for more family housing, more involvement by the city in Hispanic issues, and more opportunities for youth education and activities. The tables and chart on this page show that the increases in population are almost completely Hispanic. The percentage of Hispanic population in each tract is currently as high as 72.6 percent: this compares to the city of Mesa as a whole, where the Hispanic population is 20 percent of the whole.

4214	1990	2000	% Change
Total Population	3206	2864	-11%
Under 18	635	495	-22%
Over 65	510	449	-12%
Total Housing Units	2008	1578	-25%
% Change			
Hispanic	1068	911	
(as % of total tract population)	33%	31.8%	1.2%

4219.02	1990	2000	% Change
Total Population	4541	6239	38%
Under 18	1597	2157	35%
Over 65	330	123	-62%
Total Housing Units	1736	1764	2%
% Change			
Hispanic	1145	3780	
(as % of total tract population)	25%	60.6%	35.6%

4215.01	1990	2000	% Change
Total Population	3084	3883	26%
Under 18	936	1132	21%
Over 65	445	428	4%
Total Housing Units	1540	1479	-4%
% Change			
Hispanic	921	1807	
(as % of total tract population)	30%	46.5%	16.5%

4220.01	1990	2000	% Change
Total Population	3334	4578	37%
Under 18	1181	1599	35%
Over 65	256	240	-6%
Total Housing Units	1195	1210	1%
% Change			
Hispanic	1394	3325	
(as % of total tract population)	42%	72.6%	30.6%



CENTRAL BROADWAY SUB-AREA

from Mesa 2025 General Plan

The Central Broadway Corridor Sub-Area is defined as the south side of Main Street, North of Highway 60, east of Alma School and west of Gilbert Road. The Central Broadway Corridor has unique features that distinguish it from the remainder of the City, including a history that begins with the founding of Mesa that has evolved into a community that offers a wide range of diversity. The people in this area provide an example of how those of all races, ages, cultures and ethnic backgrounds may work together to improve their community. With growth in Mesa focused in the eastern reaches, the Central Broadway Corridor has survived without significant investment, new housing stock, employment opportunities, infrastructure enhancement, or school improvements.

The vision for the Central Broadway Corridor is to become a healthy, stable, culturally diverse, mixed-income community that allows all residents to enjoy a better quality of life. To attain this, planning and implementation strategies are needed to preserve stable neighborhoods; stabilize transitional neighborhoods; and give new life to deteriorating neighborhoods. Planning in this area must reflect a balance of racial, economic and social perspectives.

Revitalization plans must meet the economic, environmental, and social needs of socio-economic diverse neighborhoods.

The rich heritage of this area should be preserved and protected. Historic and cultural preservation and conservation of unique neighborhoods and development patterns contribute to community pride, investment and redevelopment. Property conditions, as well as infrastructure, should be maintained at a high level to maintain its character, quality and value of the area. Sustainable economic and community development should be promoted.

Planning should address the reuse and rehabilitation of vacant structures, as well as improvements to occupied buildings, to provide a positive image for the area. New development and reinvestment should be promoted as a means to prevent further deterioration. Preserving viable communities or rebuilding those that have declined over years of neglect cannot be accomplished or sustained solely by one entity. Successful revitalization requires the commitment of available resources from the City, businesses, civic groups and individual residents. These resources should be strategically used as a catalyst to improve confidence that encourages new funding sources and reinvestment.

CHARRETTE

THE

THE BROADWAY CORRIDOR COMMUNITY CHARRETTE



Planning for the Broadway Corridor Community Charrette came about through the efforts of Beverly Tittle-Baker, President/CEO of the Community Asset and Resource Enterprise (CARE) in Mesa. Tittle-Baker was one of four ASU Community Fellows in the academic year 2000–2001. The Community Fellows program is sponsored by Motorola and administered by ASU's Morrison Institute for Public Policy to serve as "a catalyst to foster partnerships among neighborhood, university, and business interests seeking to improve quality of life valley-wide." In addition to lecturing in ASU classes and speaking at university meetings, Fellows are encouraged to develop outreach projects to link the university with neighborhood residents.

During her year as a Community Fellow, Tittle-Baker became acquainted with the ASU Joint Urban Design Program and its series of charrettes. Consulting with Dr. John McIntosh of the JUDP resulted in a plan to hold a charrette for the neighborhoods surrounding CARE for the purpose of revitalizing the residential properties that were home to many of her neighbors and clients. Other stakeholders became involved and the charrette boundaries eventually grew to include the Nuestro Barrio to the

west and also the retail, commercial, and light industrial businesses along Broadway Road. Meetings were held over the spring and summer of 2002 to gather information and work out the proposed scope of the charrette.

McIntosh invited the CAED Alumni Association to bring its pool of planning and design talent to participate in the charrette. Representatives of the Association met with residents on June 22, 2002. Other College alumni participated in the planning phases, with a dozen dedicating a full weekend to the charrette activities.

Once the charrette started, the charrette team broke up into three groups that addressed:

- (1) the context of the Broadway Corridor and its residential areas and their relationship to the city as a whole and to the downtown in particular
- (2) the streetscape and business revitalization of Broadway Road itself
- (3) the neighborhoods south of Broadway Road, with special recommendations concerning housing

THE CHARRETTE SCHEDULE

Broadway Corridor Community Charrette

Thursday, November 21

- 4:00–6:00 PM **Optional charrette design team tour with neighborhood guides**
- 7:30–9:00 Public reception and buffet, China Buffet, 1110 W. Southern Ave., Mesa

Friday, November 22

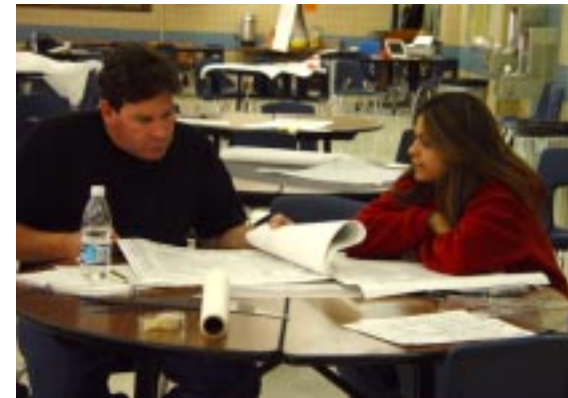
- 7:30–8:00 AM **Continental breakfast, CARE Partnership Center, 466 S. Bellview St., Mesa**
- 8:00–10:00 Reinventing Neighborhoods Presentation
- 10:00–12:00 **Brunch at St. Vincent de Paul, 67 W. Broadway Rd., Mesa**
- 12:00–5:00 PM Interviews with representative community stakeholders
- 6:00–9:00 **Full design team dinner, briefing, and task assignments at DMJMH+N office.**

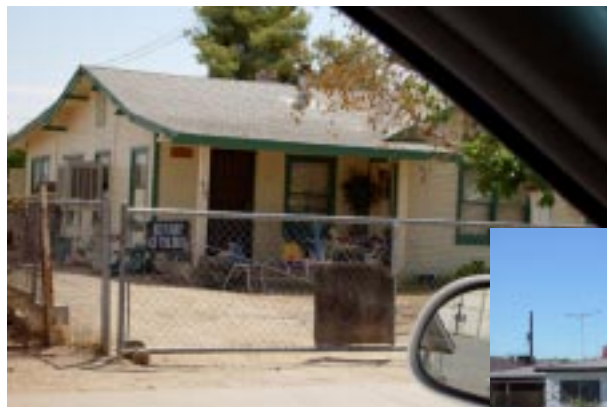
Saturday, November 23

- 8:00 AM–12:00 Continental breakfast and morning design session, Mesa Junior High School, 828 E. Broadway Rd., Mesa
- 12:00–2:00 PM **Working lunch and preliminary pin-up**
- 2:00–4:00 Afternoon design session, Mesa Junior High School
- 4:00–5:00 **Pin-up and discussion by design teams**

Sunday, November 24

- 9:00 AM–12:00 Continental breakfast and presentation drawing session, Mesa Junior High School
- 12:00–1:30 PM **Working lunch and presentation set-up**
- 1:30–2:30 Public presentation by charrette design teams, Mesa Junior High Cafeteria





Following community meetings and research done in the spring and summer of 2002 on the topics of land use, human services, population growth, housing, and commercial uses in the Broadway Corridor area, the JUDP proposed the following provisional goals for the charrette.

- Conceptual master plan for the future build-out of the Community Asset & Resource Enterprise (CARE) campus on Bellview Street. This is a relatively well-defined architecture/planning problem. The graphic end product will provide CARE with a promotional tool to go the next step of fundraising and development.
- Schematic design of alternatives for city-owned property backing on the Boys & Girls Club in the Nuestro Neighborhood. There is no plan for this 3-plus acre site at present, so this will be a design exercise for what the neighborhood desires versus what is economically feasible—park, playing fields, new housing?
- Visioning of Broadway Road, from Country Club Drive to Stapley Drive, as if it were in compliance with current design guidelines for landscaping, setbacks, sidewalks, curbs, and walls. There are huge hot-button issues that cannot be confronted head-on: homelessness, undocumented day laborers, small business owners, and human service providers. But the charrette can leap forward in time to look at a thriving commercial strip in a vibrant ethnic neighborhood; we can draw pictures of the corridor in 2020. This will be a powerful going-forward exercise for the stakeholders.





CHARRETTE

RESULTS

The first charrette group examined the context of the Broadway Corridor—both the internal circulation of the Broadway community and its relationship to the city as a whole, with particular emphasis on the downtown core.

Relationship to Downtown

Directly to the north of the corridor is the Mesa Town Center, an arts, culture, and entertainment hub currently being implemented by the city of Mesa. With the traditional downtown retail having moved to the malls at the edges of the city, Mesa is following the lead of many other cities that are attempting to revitalize their downtowns through arts and entertainment.

Politically, any actions recommended for the Broadway community must take into account both its unique location in the city and its growing Hispanic population. Improvements to the Broadway businesses and neighborhoods should support and enhance the revitalizing downtown area, and vice versa. Connections between Broadway Road and Main Street, so important historically, should be maintained and encouraged, both geographically and politically. Communication

must remain open between stakeholders to the north and to the south. The growing Hispanic population is finding its own voice and should continue to organize and present a unified and dynamic series of proposals to the city. Whatever benefits the Broadway businesses and neighborhoods will benefit the city as a whole.

Internal Circulation and Aesthetics

The residential areas of the Broadway Corridor are well located for the pedestrian. Most amenities, including grocery stores, schools, and the Mesa Town Center itself, are within walking distance. The problem is that there are barriers to pedestrian use. One of the main barriers is the railroad spur, which segregates the Nuestro Barrio from other neighborhoods to the east. Also, Broadway Road, a busy arterial street, makes access to the north difficult. (Broadway Road is examined in greater detail in the following section.) Recommendations to address these barriers looked at opportunities to make the land use more contiguous and simplified.

East-west connections through the Broadway community are

largely located along Broadway Road and 8th Avenue. Broadway is a busy commercial street with its own character. Eighth Avenue, on the other hand, would benefit from a program to develop a circulation character that could link the cores of the various neighborhoods together. Recommendations to achieve this include street lights, pedestrian crossing lights, bike lanes, special paving, and street furniture. A 60-foot right-of-way is recommended, which would allow for traffic calming measures to be implemented. Eighth Avenue could be a true neighborhood spine.

One issue posed repeatedly by the residents was the problem of trash pickup and street beautification. The charrette team found that many of the streets that would benefit from a beautification program of street trees and enhanced pedestrian access were constrained from developing those amenities by the existing overhead power lines. Trees and power lines, because of safety concerns, cannot coexist. Therefore, one of the key recommendations was that the utilities be undergrounded wherever possible to open up the overhead access.



Overall context of charrette



Potential Development and Opportunities

Goals

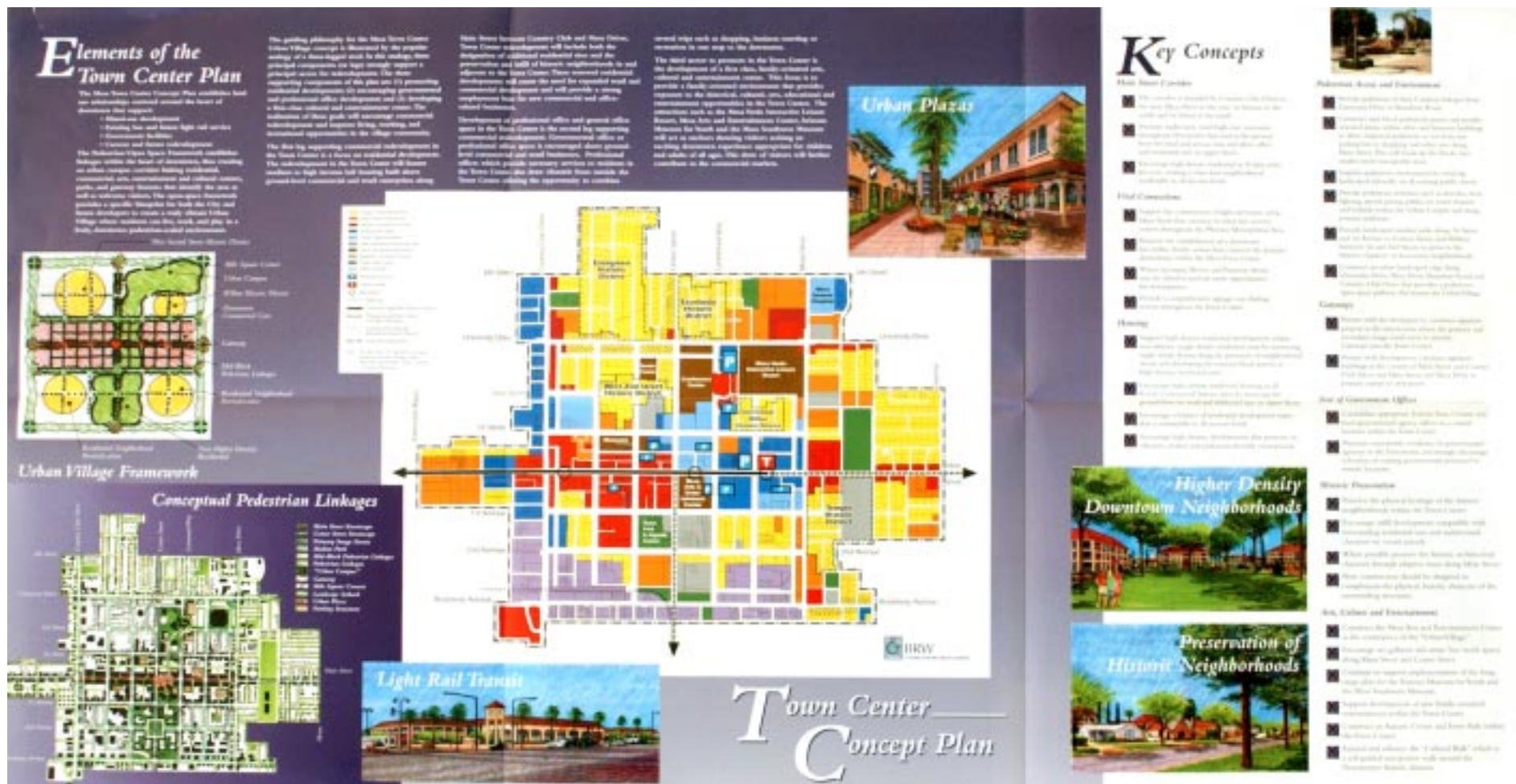
- Establish connections
 - Slow and reduce traffic
 - Improve safety and aesthetics
 - Encourage, enhance, and celebrate existing facilities
 - Review locations for redevelopment
 - Create identity and focal points
 - Reduce trash and beautify the area
-

Strategies

- Encourage east-west and north-south pedestrian, bicycle, and transit connections
 - Establish policies to systematically underground utilities
 - Establish tree planting program such as Tree City USA
 - Support neighborhood days such as clean-ups, pot lucks, yard sales, and neighborhood home painting/renovation
 - Support traffic calming: review solutions tried by other cities, including Tempe, Phoenix, and Glendale
 - Support and upgrade 8th Avenue as the neighborhood “spine” by adding special paving, street furniture, signage, local art, trees, and signalized pedestrian/bicycle crossings at major intersections
-

Tactics

- Study the cost of undergrounding the utility lines or putting them in the alleys
- Redesign the local streetscape without the utility lines
- Research funding potentials
- Provide data to support the economic vitality of the Broadway Road commercial corridor and the neighborhoods to the south
- Promote separate design minicharrettes in future follow-up
- Façade development along Broadway Road
- Build a Zócalo Plaza



Concept Plan for the Mesa Town Center at the intersection of Main and Center Streets

CHARRETTE RESULTS: Broadway Corridor

Broadway Road was the original southern boundary of the Mesa township. The land directly to the south was annexed in 1930. Today Broadway is a busy arterial lined with mostly successful commercial and light industrial uses, service agencies such as Cristo de Paz, St. Vincent's, and Mesa CAN, and day laborers seeking hourly work. The following are opportunities for improvement along the corridor:

- High traffic volume at peak hours makes it difficult for pedestrians to cross
- The railroad tracks that run along Broadway and curve south on Center Street have had an adverse effect on the residential areas, acting much like a freeway by separating neighborhoods on the east and west of the Center Street tracks
- On the south side of Broadway at Sirrine Street, land that could be used by the neighborhoods is currently used to

park school buses

- The street's potential as a gateway leading north from the neighborhoods to the activities along Main Street has not been developed
- Having a centralized location that provided needed minimal services would help the day laborers that line the street in the morning hours

There are four major recommendations for Broadway Road. The first is the development of a town center/marketplace, known in Spanish as a *zócalo*, on the school district-owned land that is currently used for bus parking. This prime land is located where Sirrine Street, a wide avenue with great potential, terminates into Broadway. The width of Sirrine could accommodate a landscaped median that would enhance the street and tie the proposed *Zócalo* Plaza and the Broadway residential areas into the Mesa Town Center to the north.



Zócalo Plaza Site Plan



Zócalo Plaza

The Zócalo Plaza, a smaller neighborhood version of a town center, would serve several populations. As shown in the proposed site plan, uses would include a senior center, a day care center, medical services, public space for festivals and gatherings, and neighborhood-level retail. The Zócalo, with its day-to-day functions, family atmosphere, and celebratory festivals, would be a focal point and gathering place for the local community.

While the Mesa Town Center is being developed to draw users from a wide regional, national, and even international area, the Zócalo Plaza would focus on local neighborhood needs. The two centers, at completely different scales, would complement each other and provide services, shopping, and entertainment for a multigenerational and diverse population.



Proposed landscape median on Sirrine Avenue, connecting Zócalo Plaza to Mesa Town Center

The second recommendation is to make the presence of the railroad tracks into a positive experience. If, as has been discussed, the railroad is to become a regional transportation amenity, there is an opportunity to establish a train station and commuter station at the point where the tracks curve to the south.

Transportation hubs such as this often provide a catalyst for surrounding areas to develop shopping, restaurants, and other services for commuters. It would be a chance to reestablish the cultural history of the rail line, turning the negative impact of the railroad's right-of-way into something positive for the community.



Commuter Train at Grain Silo
with Old Train Station 'Gate'



Commuter Rail Station Site Plan

In a related recommendation, the abandoned grain silo near the rail line could be used for an extreme sports venue, tying in with the city's proposed marketing of sports venues in its downtown area. The outside of the building could be a striking graphic locator for the train station and adjacent businesses.

The third recommendation is to develop Broadway Road itself into a cohesive place with its own character and identity. Coordination

between businesses could be effected through a business association that could address design issues such as street paving, street furniture, signage, and public art, along with social issues such as local crime and vagrancy. Cohesiveness would benefit all the businesses along the street: regular meetings among business owners often lead to creative solutions to problems all of them face but may not feel they can address alone. In addition, partnering with the service

agencies along the corridor would benefit both sets of stakeholders.

The unused land along the corridor should be developed as neighborhood-level retail. High on the residents' list of desired amenities for their area was a small grocery store that would serve the immediate residential area. This could be located along Broadway Road within walking distance of many of the homes.



Adaptive Reuse of Grain Silo at Center Street

The fourth recommendation addressed the issue of a day labor exchange. Day labor is part of the changing demographic of the community, part of the economy of the Valley. It is a fact not just in the Phoenix area, but all over the country. In a report released in 2000, a task force made several recommendations to the City of Mesa, including creating a day labor work center to be operated by a private, nonprofit agency. In March 2002, the Mesa City Council refused to allocate funding for such a center. This action was one of the impetuses for the Latino Town Hall, held in May 2002, which stated in its report, "Policy makers seemed to be paying no attention to Latinos, despite a 149% increase in Mesa's Latino population in the last decade."

The task force's recommended day labor work center should be implemented. It could provide basic services to the workers—services such as employment assistance, language classes, job training, and other help. Preliminary discussions with a landholder in the area uncovered a potential site for this exchange—an existing building near Mesa Drive and Broadway Road.



Day Labor Work Center

The structure, an industrial metal building that is currently in use as a large warehouse, could be easily remodeled to meet the needs of a day labor exchange. The building has an air-conditioned office space inside, along with plumbing and restrooms. Large enough to drive vehicles inside, it could function as a large weatherproof structure that would be an assembly area for the

workers. Since it is set back from the street, it is unobtrusive. This suggestion would fit in with the recommended adaptive reuse of existing buildings in the railroad-oriented warehouse district. The exchange could be administered by a nonprofit agency with experience in delivering the kinds of services needed for this population.

Goals

- Further neighborhood retail with special character
 - Create employment opportunities
 - Address railroad crossing issue
 - Establish distinctive identity for area
 - Further pedestrian use
 - Identify, create, and strengthen medical and religious institutions and centers
 - Address issue of day labor workers along Broadway Road
-

Strategies

- Establish a Town Center—Zócalo Plaza—that would:
 - Meet need for neighborhood shopping
 - Provide space for neighborhood services
 - Provide open space for formal and informal social gatherings
- Use existing railroad track for commuter rail
- Develop new depot and transportation hub for buses and train travel
- Develop a Broadway Civic Association of the businesses along Broadway Road that could:
 - Control use of existing space and encourage new businesses
 - Create a design guide and zoning guide
 - Promote improved streetscape design
- Establish public art and a gateway
- Remodel existing warehouse to serve as a day labor exchange, to be administered by a nonprofit agency

Tactics

- Develop streetscape along Broadway Road
- Establish design guidelines for the corridor similar to, for example, Phoenix's Camelback Road corridor guidelines
- Establish pedestrian themes—use low, distinctive fencing (a fence ribbon) along the street edge
- Establish crosswalks with distinctive paving
- Develop streetscape along neighborhood streets
- Further the use of streetscape elements such as street furniture, hardscape, lighting, signage, planting, and parking opportunities
- Focus on railroad crossing and station. Work with railroad to identify way for bikes and pedestrians to cross. Railroad crossing is actually at the heart of the neighborhood—a distinctive feature.
- Promote grocery store
- Establish a distinctive gateway to the neighborhood at pedestrian scale
- Establish Zócalo Plaza at Mesa Recreation Center site (Sirriner Ave. and Broadway)
- Use grain silo—a distinctive neighborhood landmark
- Introduce roundabouts for traffic calming
- Attract political attention

SERVING LUNCH AT THE SOCIETY OF ST. VINCENT DE PAUL

from the email journal of John McIntosh
24 October 2002

I turned into the courtyard parking lot of this old produce market at 67 West Broadway Road in Mesa about 8:45 a.m. Thursday morning. Cindi Svatora, Director of Dining Rooms for St. Vincent de Paul, had alerted Richard Nieto to expect me. It is not unusual for volunteers to show up unannounced, as did Kevin and his mother this morning. Richard signed me in, introduced me to the serving crew, and assigned me a station on the line. Sarah-Catherine from C.A.R.E. arrived shortly after 9:00, and I helped set up a table outside for her to interview guests (the preferred term). I took some unobtrusive photographs from behind the reflective glass. No faces were directly visible, so I did not bother getting signatures on photo release forms. Shortly before the doors opened at 9:30, I gathered with the volunteers in a handholding circle for grace.

There is a routine to this daily meal. The security guard opens the gates to the courtyard about 9:00 a.m. Many customers are usually waiting outside already. They immediately place their packs or bundles in a line to hold their position in the queue, then retreat to the shade under the mural on the east wall of the liquor store next door that forms the west side of the courtyard. At 9:30 the dining room doors are opened, and customers are admitted ten at a time.

This Thursday was fried chicken day, and the word was out. Bernie, an eleven-year veteran, anchored the serving line by placing a piece of chicken on each compartmented styrofoam plate. David added a boiled potato. I was next on string beans. Carl added a scoop of salad, Mary a wedge of fruit, Lucy a muffin or nuts, and the last lady a slice of bread with butter. If asked, two ladies would hand out personal hygiene packages to departing customers.

Sister Eleanor Gibbons from St. Vincent de Paul was also there. She comes in every Tuesday and Thursday to provide the guests with information and referral. Mary Houlihan, an MSW social worker with St. Vincent de Paul, comes Mondays and Wednesdays. Mary is involved with the guests in the Mesa Opportunity Program, which is designed to provide homeless individuals the opportunity to overcome many of the barriers that prevent them from getting off the streets. Those on the program also volunteer in the dining room. I learned the Mesa Dining Room is more than just food.

Meals are prepared at the big Watkins Street commercial kitchens in Phoenix, transported hot, and served off steam tables. One day a month, Serrano's Mexican Food Restaurant brings in hot Mexican food, along with family members to serve. The usual daily plate count is 325+. As agreed

with the City of Mesa and as per the rules and regulations of the Maricopa County Health Division, no hot food may leave the dining room. There is, however, no limit on the number of times a customer may go around the serving line.

The first hour was hectic. I could barely glance up to look at the faces going by as David handed me plates to fill. String beans are tricky; you must let them drain before flipping the spoon and one or two always try to escape. Bernie kept up a steady patter with familiar customers, the standard line being, "What, no possum today, Bernie?" There was a balanced mix of White, Hispanic, Black, and Native American. About a quarter were women and a half-dozen families with small children came through. The customers were predominantly men of working age, many quite clearly monolingual Spanish-speaking. Others were clearly SMI homeless. I wondered about one neatly dressed middle-aged woman, hair done and made up, who looked like a typical shopping mall matron. Within the first half-hour, faces started to repeat.

I went through seven steam trays of string beans, and Bernie served all fourteen trays of chicken. There was one tray of potatoes left. Richard's plate count today was 390, a really big serving day by 16 regular volunteers and 4 walk-ins, including me.



The housing and neighborhoods south of Broadway Road between Country Club and Stapley represent neighborhoods typical of many Southwestern cities. An aging housing stock supports a growing Hispanic population that relies on a network of friends and family. The housing is affordable and the schools are for the most part good. People like living here.

Older neighborhoods such as this, however, are in need of intervention to repair the aging infrastructure and provide services to support the new population. Existing neighborhood coalitions have been addressing these needs in a grass-roots, unified manner—an ideal way to attack some of these problems.

The charrette team determined that there were three action areas in the Broadway community that would benefit from focused attention. In addition to the action areas, housing needs were assessed and suggestions were made for future housing development.

CARE

The first action area is the property surrounding the Community Asset and Resource Enterprise (CARE) on Bellview Street south of Broadway Road. Established by Beverly Tittle-

Baker in 1994, this nonprofit agency offers services that include pediatric and dental clinics; economic programs such as job training, home ownership workshops, and business plan workshops; education programs such as English as a second language, service learning, and tutors; peer support through arts,



Site Plan for CARE and MESA CAN

crafts, discussion groups, and service projects; family community leadership workshops; and an Emergency Santa shop.

The 4-acre property is set back from the street and is accessed from Bellview through a narrow driveway. Parking for visitors is on the street. In 2001, a site plan was developed for CARE by BPLW Architects & Engineers, Inc. that designates the newly purchased northern part of the property as playfields and basketball courts (see References). Most of the current campus is sheltered from direct street access.

CARE has been a catalyst for funding, development, and planning in the area. In order to build on CARE's success, the charrette team recommended expansion of the current campus to the north as far as Broadway Road, more than doubling its current size. Expansion would provide room for needed services that were requested by the community, including language education, employment education, a health center, and a women's and children's center. On-site parking would be provided.

Expansion to the north would allow CARE to use the public thoroughfare of Broadway Road to provide the services listed above that reach out to the broader community. At the

same time, neighborhood-level services, especially the women's and children's center, would be maintained internal to the campus in the current sheltered property. Outdoor activity spaces would be maintained for public use.

MesaCAN

In the same area of Broadway Road is Mesa Community Action Network (MesaCAN). The City of Mesa contracts with MesaCAN to assist low-income families and individuals in moving toward economic self-sufficiency. They also offer rent assistance to prevent eviction or utility shut-off and other emergency assistance. The agency's neighborhood services program works with residents in low-income areas to plan and implement projects that improve their neighborhoods. There are plans to make space available for food and clothing distribution and to rent out incubator space to tenants for business development.

Future development of the MesaCAN facility should separate the various functions of the agency, with legal and financial activities located across the street from the aid, distribution, and tenant spaces. If MesaCAN adds transitional housing to its goals, that housing could be sited to the west of the existing building and set back from the street for privacy.



Boys & Girls Club/Mesa Arts Academy

A third opportunity in the Broadway community is the area in the Nuestro Barrio that is occupied by the Boys & Girls Club of the East Valley, the Mesa Arts Academy, and vacant land, recently purchased by the city, to the west of these properties.

The Mesa Arts Academy is a K-through-8 charter school that was founded in 1995. At that time, the Boys & Girls Club partnered with the Mesa Unified School District to use its new clubhouse as an arts school to help relieve overcrowding at nearby Lincoln Elementary School. The school soon improved the academic skills of its students, showing, according to an article in *Education Week*, "greater improvement than any other public school in Arizona." It has been widely praised as a charter school success story, most notably in a *Time* magazine article last summer.

Of its 180 students, almost half come from the immediate neighborhood. The school has been a stabilizing influence on the neighborhood. Its success in the community provides an opportunity to expand its program and activities.

The community should build on this opportunity by planning for the school's expansion into the adjacent

city-owned land. The Mesa Arts Academy and the Boys & Girls Club would share the campus, which would include athletic fields, a gardening area, and expanded classrooms.

To facilitate circulation, 6th Avenue should be extended to Country Club Road, allowing access to the site from the main arterial on the west.

Current access is nondirect, coming from the north or south through neighborhood streets or through industrial areas. If 6th Avenue is extended, student drop-offs could take place in a pull-out in front of the school building.

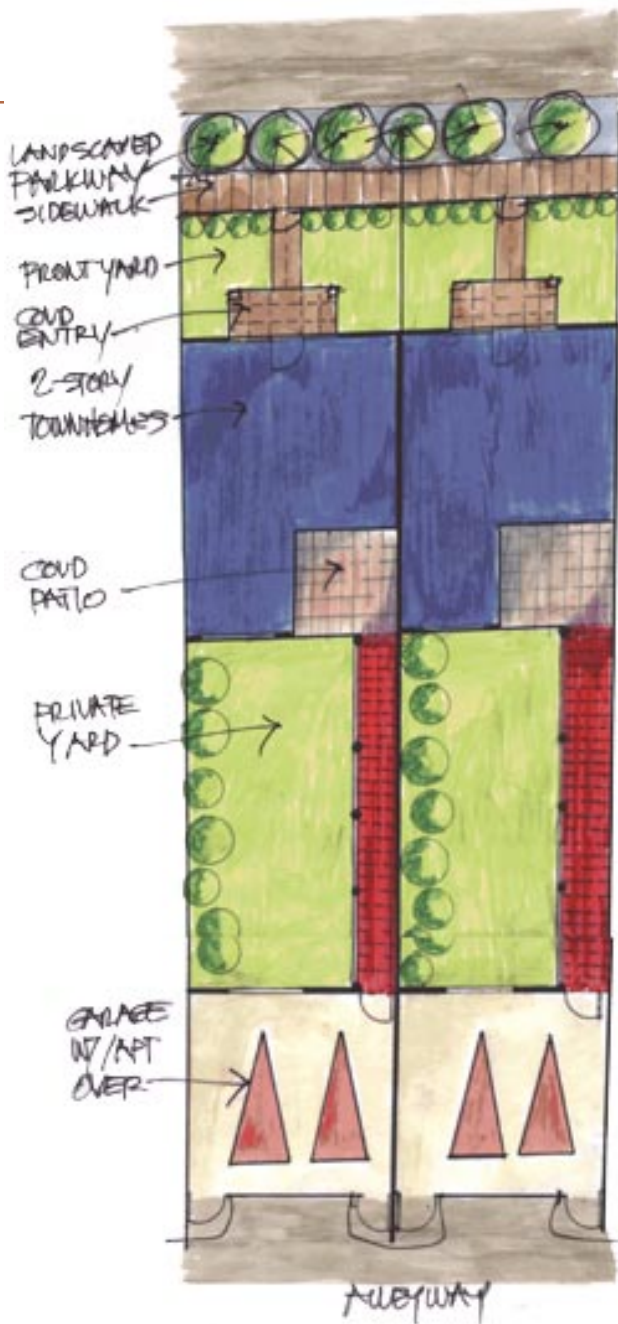
The area around the school and the club should be stabilized by development of a mix of high quality



Site Plan for Mesa Arts Academy



Mesa Arts Academy and Boys & Girls Club Campus



Townhomes for area adjacent to Mesa Arts Academy

housing and neighborhood-level retail. Vine Street could be relocated to the south to allow room for development of two rows of townhomes that would partially surround a small neighborhood park. The townhomes would provide a residential buffer between the school and the industrial areas that lie south of Broadway Road.

Another issue to consider is the necessary duplication of services in the Broadway Corridor. Because of the geographical division caused by the rail line along Center Street that separates the Nuestro Neighborhood from the residential areas to the east, it is necessary to provide a duplication of services for this area, including language education, employment education, and a women's and children's center, as provided by CARE and MesaCAN to the east.

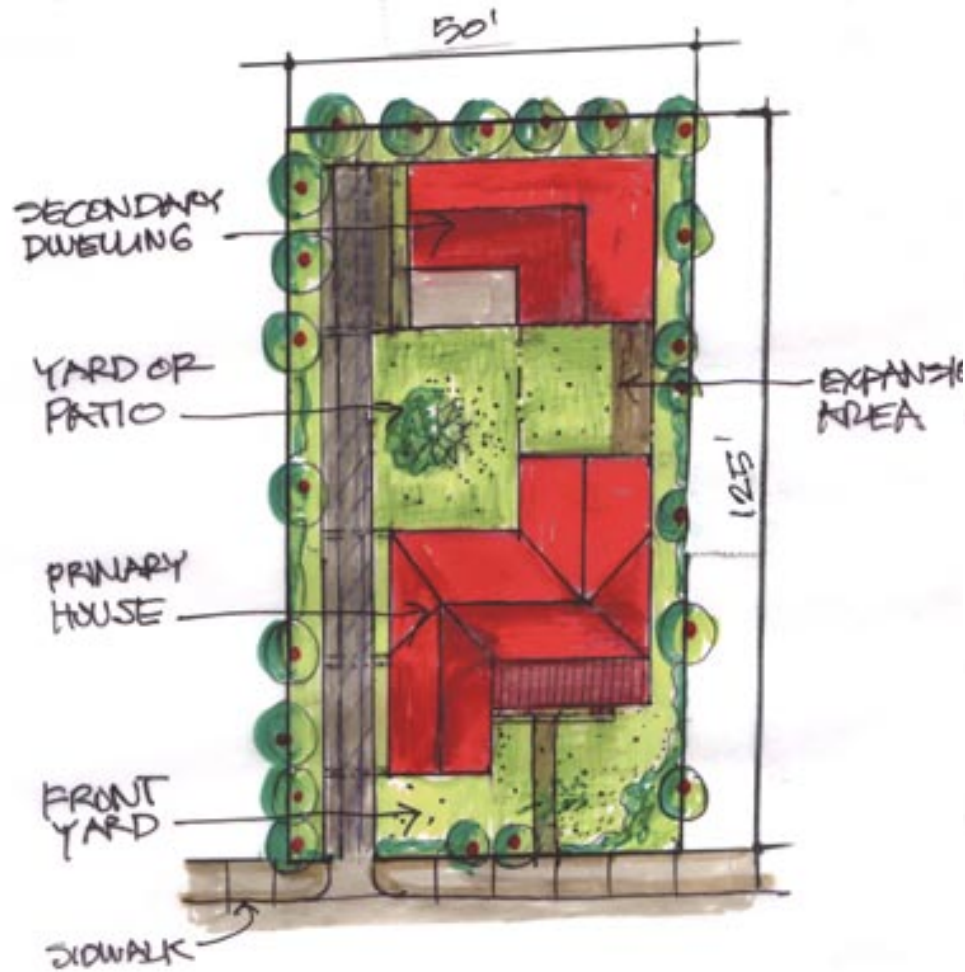
Housing

The residential areas in the Broadway Corridor present numerous opportunities for developing infill housing. The drawings on the following pages show suggested strategies for infill housing on a 50-foot by 125-foot lot that include additional units for an expanded

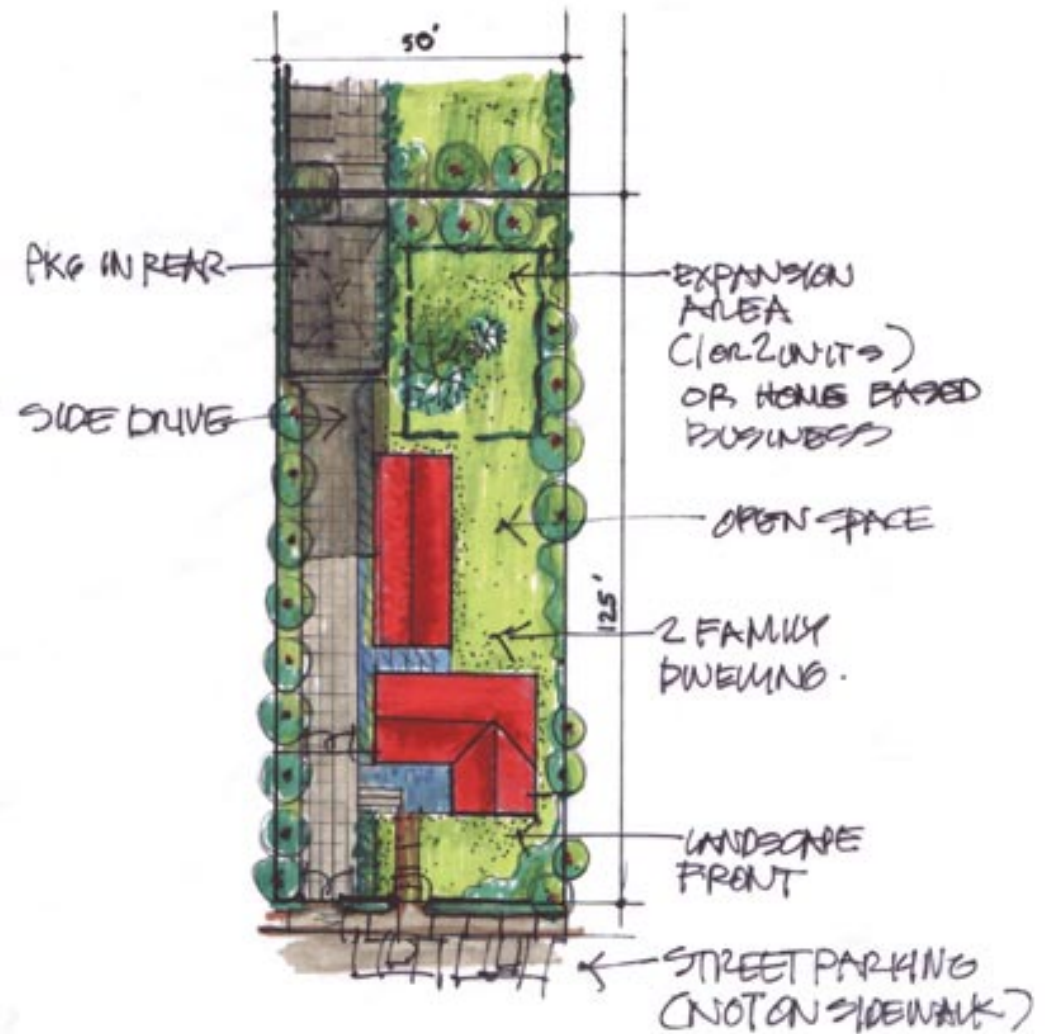
family and/or a home business. The site plan drawings reflect the importance of maintaining a presence to the street with the front façade and the front yard landscaping. To reduce the impact of the automobile on the public space of the neighborhood, parking is located at the back of the lots for all types of housing, including the courtyard apartments. Historically, successful residential communities have respected this separation, with backyards being used for parking and utility and front yards for play and socializing and symbolic gestures.

In any plan for future single-family and multifamily housing, it is important to maintain the scale and character of the current housing. The current fabric of 1920s-style housing types should be respected when planning new infill. Principles of neighborhood design, site design, and housing design as published in *Community Housing Design*, a 1996 publication of ASU's Joint Urban Design Program together with the Arizona State Department of Commerce, provide sound standards for any future development and planning activities.

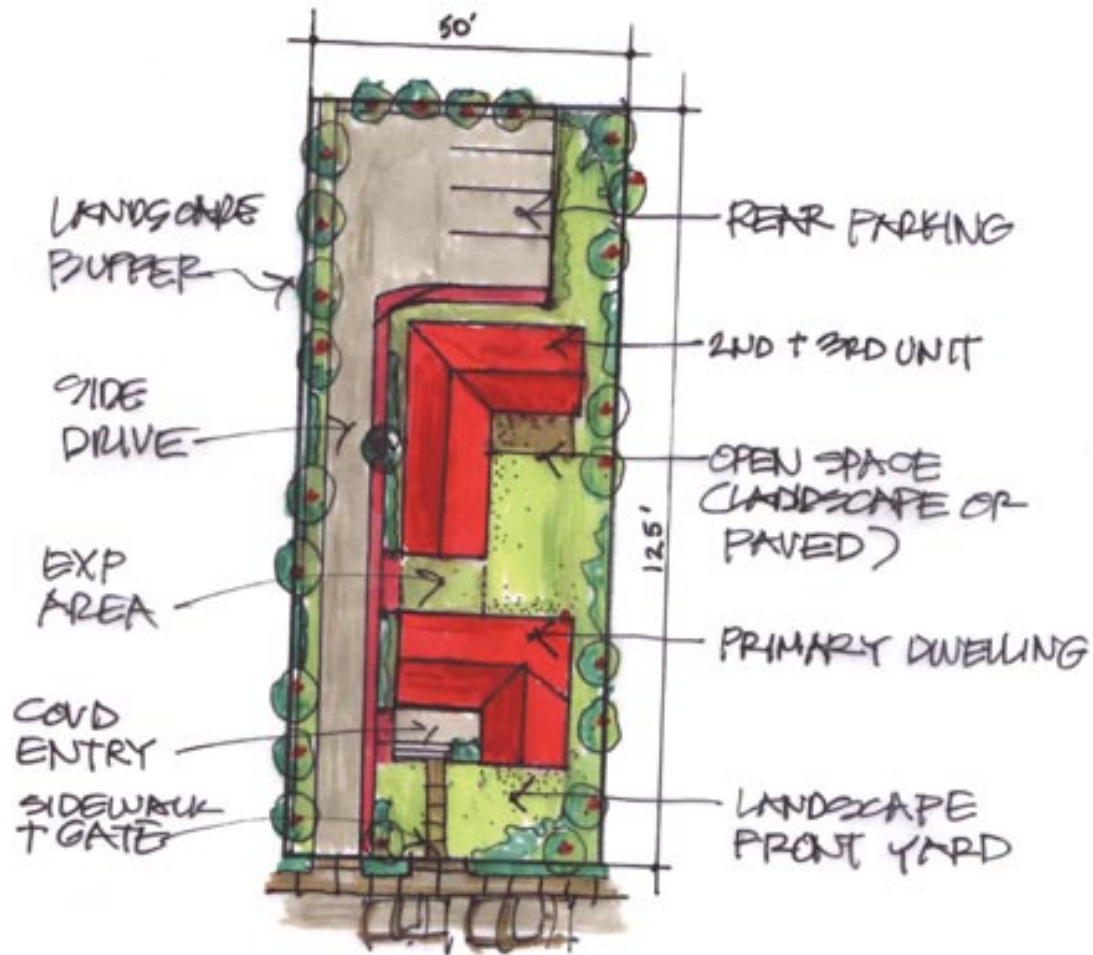
Single Family with 2nd Unit



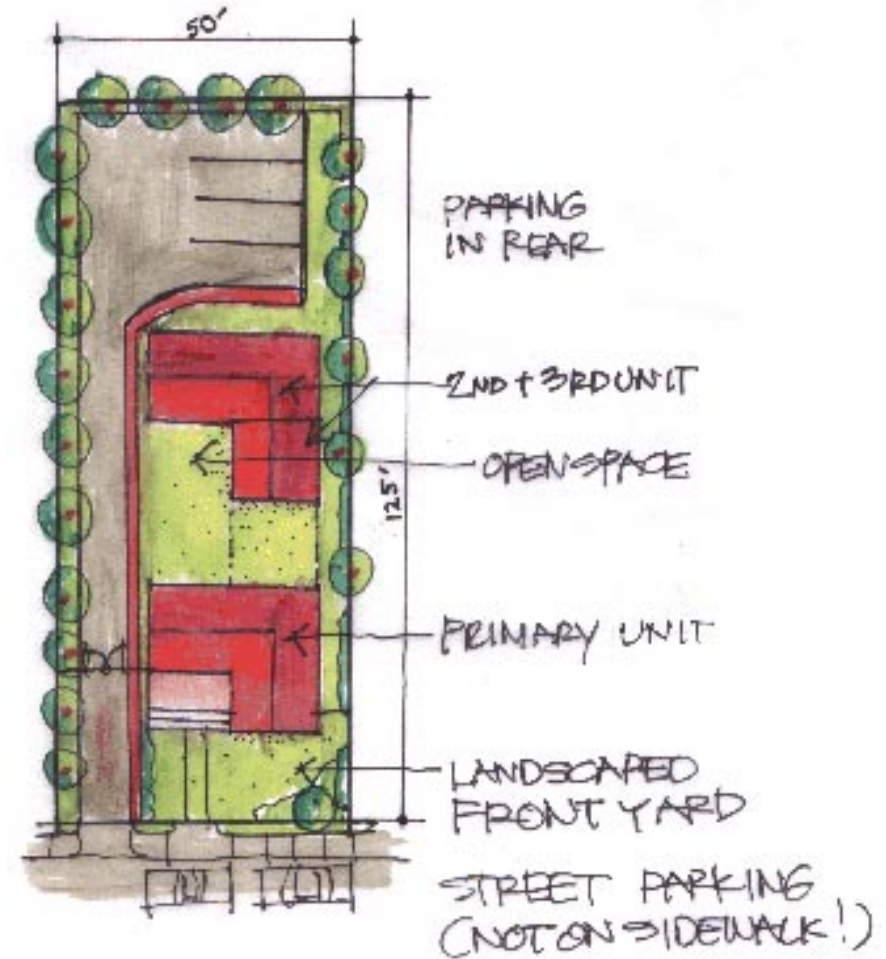
2 Units/Home Business



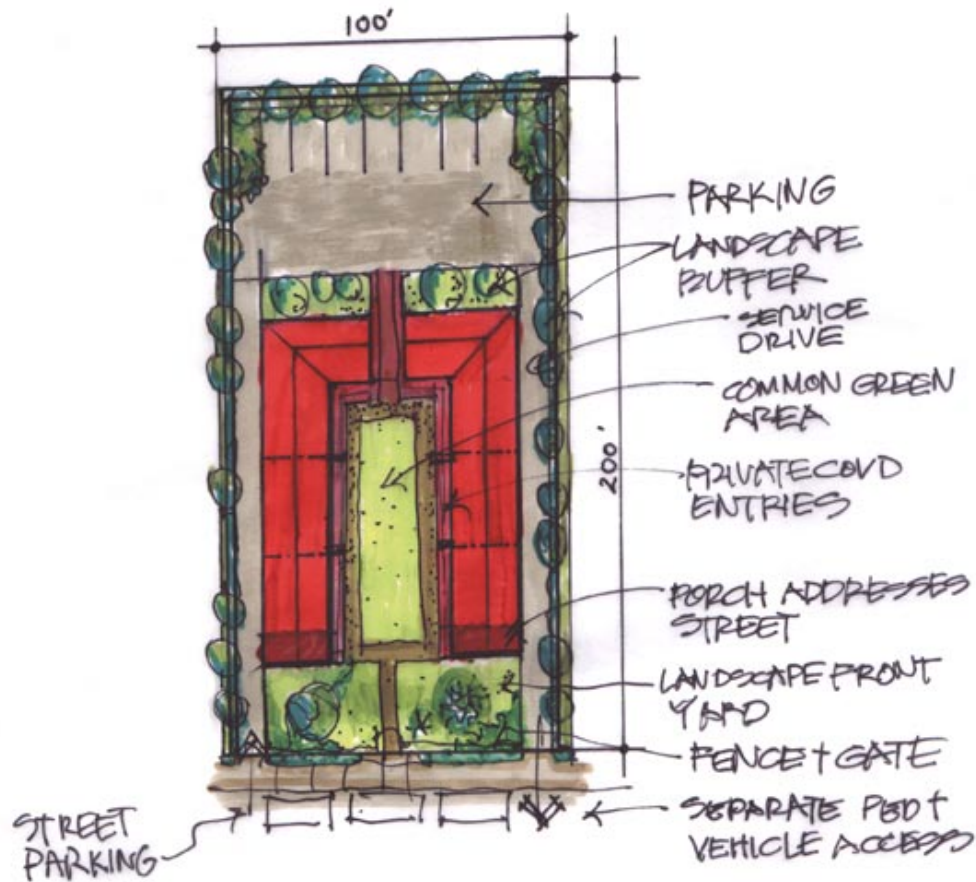
1-3 Units Alternative



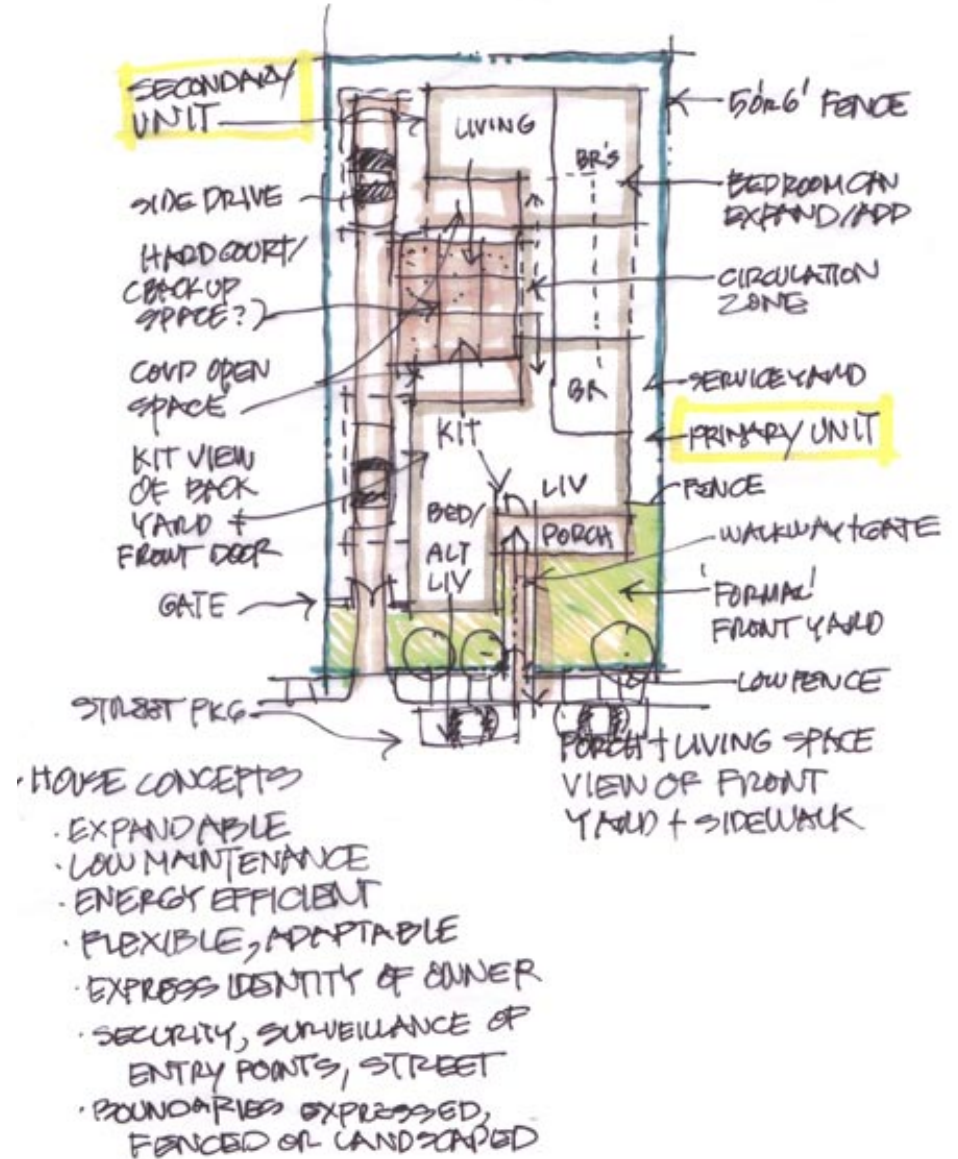
Single Family with 2 Additional Units



Courtyard Apartments



Site and Floor Plan Ideas



SELECTED PRINCIPLES FROM COMMUNITY HOUSING DESIGN

a workbook for community-based housing development published by the JUDP and the Arizona State Department of Commerce

Principles of Neighborhood Design

- *Private and community property boundaries are clearly defined*
- *Traditional principles of neighborhood and home design are used to reinforce family lifestyles*
- *Energy efficiency is promoted through environmentally sensitive housing and landscape design*
- *Street environments are pedestrian friendly, with tree canopies for shade and passive cooling*
- *The neighborhood revitalization program is focused toward long-term home ownership as the key to community empowerment and pride*

Principles of Site Design

- *Provide for clearly demarcated boundaries of community and private property*
- *Position building facades on each site in relation to each other in such a way that they define streets and open spaces*
- *The form, scale, and setback of new development should enhance the existing neighborhood fabric*
- *Minimize conflicts between autos and pedestrians*
- *Minimize driveways, curb cuts, and parking in front yards*
- *Use alleys for rear parking access*

- *Set carports and garages back from primary street façade of dwelling unit*
- *Provide a clearly identifiable entry to each unit*
- *Provide a private outdoor area for each unit*
- *Locate unit windows and entry doors to provide visual surveillance of property access points*
- *Provide lighting for nighttime security*
- *Place children's play areas within visual surveillance of adult activity areas*

Principles of Housing Design

- *Homes should be integrated into the neighborhood context by addressing the street with the front entry façade and front yard landscape, by minimizing the visual impact of the parking, and by observing setbacks similar to adjacent properties*
- *Affordable homes should look like the market rate housing in the area by using similar building forms and materials*
- *Homes should be flexible and expandable to allow for long-term residency and the changing needs of families*
- *Homes should be builder-friendly, simple, modular, and use locally available stock building components and trades*

RECOMMENDATIONS: Neighborhoods and Housing

Goals

- Advance the programs of the CARE campus, the Boys & Girls Club, the Mesa Arts Academy, and MesaCAN
- Further public interactive action areas that will focus community activities
- Improve aesthetics and neighborhood circulation
- Improve existing housing
- Develop new housing

Strategies and Tactics

- To support expansion of CARE
 - Building on the current success of CARE, support the organization in providing more services to the community
 - Acquire property to expand the CARE campus north to Broadway Road
 - Place services that reach out to the broader community along Broadway to minimize internal traffic: language education, employment education, health center
 - Place women's and children's service area in internal, more private areas, within the site
 - In programming the site, include open space that can be used for public events
 - As site expands, the current building can transition to administrative uses: new construction will be dedicated to programs
- To support expansion of MesaCAN
 - Proximity of MesaCAN to CARE suggests that they can grow together and remain good neighbors
 - Separate legal and financial activities from the aid, distribution, and tenant spaces in new construction east of existing building
 - Place transitional housing to the west of the existing building, with access to Broadway Road
- To support expansion of the Boys & Girls Club and the Mesa Arts Academy
 - Develop city-owned property to expand the school site
 - Continue 6th Avenue through to Country Club Drive (to provide access from a major thoroughfare and avoid driving through industrial areas)

- Provide parking for teachers to be accessed from the new entrance along LeBaron Street
 - Provide open space internal to the school
 - Encourage adjacent private land areas to support the school by transitioning to venues where students can experience a school farm
 - Provide sports fields
 - Share open space and programs with Boys & Girls Club
- To support the area surrounding the Boys & Girls Club and the Mesa Arts Academy
- To provide a buffer for the school and also provide housing, develop townhouses along relocated Vine Avenue and LeBaron Street
 - Encourage high employment functions on the lots along the east side of Robson and the west side of LeBaron Street
- To improve aesthetics and circulation
- Put utilities underground, add street trees, promote short 3-foot walls with personal decoration, schedule clean-up activities, reuse alleys as either community gardens or as access to auxiliary houses facing on alleys, further 8th Avenue as a neighborhood circulator, promote neighborhood access to action areas, promote neighborhood circulator buses
 - Create streetfront improvements to encourage on-street parking that does not encroach on pedestrian sidewalk space
 - Provide more frequent trash pickup
 - Enhance walkways with street trees and lighting and a distinctive sign for all streets, perhaps highlighting theme of children at play
- To improve existing housing
- Develop a Home Improvement Program that would include:
 - Low interest loans
 - Homeownership training
 - Home improvement training
 - Publish a user-friendly guide for housing rehab that would include an explanation of zoning and design guidelines, ideas for housing modifications, and sources of technical assistance

- To develop new housing
 - Single-family infill on existing lots
 - Establish standards of appropriate infill that would specify site design, elevation, and a floor plan that is expandable, low maintenance, and energy-efficient
 - Multifamily infill on existing lots
 - Establish standards for multifamily infill
 - Encourage courtyard apartments
- Explore ways for the neighborhoods to partner with the proposed Broadway Civic Association
- Provide programs for a center for women and children and adult English language education
 - Programs should be located in agencies throughout the Broadway Corridor area, including the Mesa Arts Academy and CARE

APPENDICES

CHARRETTE

SELECTED BIOGRAPHIES

BROADWAY COMMUNITY CHARRETTE CORE TEAM

KEVIN KELLOGG AIA, is an architect and urban designer with Kellogg & Associates in Santa Rosa, California. His work includes housing and community design for neighborhoods as well as traditional urban design projects. He was a faculty associate in the College of Architecture and Environmental Design at Arizona State University from 1990–96, where he developed a hands-on design-build workshop and participated in numerous planning charrettes. Kevin has been actively involved in grass-roots community design efforts and is a founding board member of the AIA's Santa Rosa Regional Urban Design Assistance Team. He holds a Bachelor of Architecture from Arizona State University and a Master of Architecture in Urban Design from Harvard.

DAVID A KENYON, ASLA, is a principal with Design Workshop, Inc. of Tempe. David has over twenty years of practice as a landscape architect and urban designer. He joined Design Workshop in 1995 as the first head of its Vail office and is now the principal in charge for its Tempe location. Prior to joining Design Workshop, David was the manager for site development at EuroDisney in Paris. His work has won a number of national and regional awards. He is also an accomplished educator and has taught design studios, freehand drawing, and professional practice courses at Texas A&M University, the Italart Study Abroad program in Florence, Italy, and the University of Colorado in Denver. He received his Bachelor of Landscape Architecture from the University of Illinois, Urbana, in 1981 and was a research fellow at Texas A&M University from 1987 to 1989.

MARY KIHl joined the Herberger Center in January 1996, after serving on the faculty and administration of Iowa State University. Dr. Kihl also held faculty positions at the University of Nebraska-Lincoln and

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MARK LYMER, AIA, is vice president of Versar Arizona, a division of Versar, Inc., an architectural, engineering and construction services group. Versar Arizona specializes in recreational design and municipal aquatic centers. Since joining Versar, Mark has designed projects for several Valley cities. His professional experience includes residential, commercial, school, and municipal projects. Notable projects in California include the Master Plan for a Hewlett Packard Recreation Camp in the Santa Cruz Mountains and the Bay Area Children's Discovery Museum, Sausalito. In Arizona his project experience includes the renovation to an elementary school of an LDS Church in Chinle, renovation of the historic Town Hall of Clarkdale, designs for the Margaret T. Hance Deck Park, Phoenix, and the new Public Safety Complex in Gilbert. Mark has a BFA-Painting 1977 from Towson College, Maryland, a B.S. in Environmental Design, ASU, 1987, and Master of Architecture, ASU in 1993.

JOHN McINTOSH is Coordinator of the Joint Urban Design Program. His background is in architecture and computer-aided design, which he has taught at the graduate and undergraduate levels. Since heading up the JUDP in 1995 at the ASU Downtown Center, his interests have turned to community outreach, service, and design assistance for distressed neighborhoods in metropolitan Phoenix

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DENNIS M. NEWCOMBE is a land planning specialist with the law offices of Sender Associates, Chartered, located in downtown Tempe in the historic Casa Loma building. He appreciates and enjoys applying the multifaceted field of planning in his daily life. His understanding of both the public and private sectors and his strong belief in teamwork, facilitation, and communication allows for ease in resolving issues. Dennis is currently a member of Tempe's Friends of Rio Salado, Tempe East Rotary Club of Arizona, Phoenix Rio Salado (Army Corps of Engineers) Restoration Project, Valley Partnership, and the American and Arizona Planning Associations. As president of the CAED Alumni Association, Dennis served on the Dean's Council for Design Excellence. He has served on the alumni board of directors since 1997 in various capacities and was instrumental in implementing the highly successful mentoring program sponsored by the Alumni Association. He is a 1995 B.S.P. graduate from ASU's School of Planning and Landscape Architecture.

ROBERT SAEMISCH, AIA, is president of Saemisch DiBella Architects, Inc., a full service architectural and planning firm, where he handles marketing, contracts and contract administration, design, construction documents, specifications, field administration, CADD management, and client relations. He has lived and worked in Mesa for 25 years where he has served on many community boards and designed many downtown projects. He received his Bachelor of Architecture degree from ASU in 1971 and received an Outstanding Graduate award from ASU in 1987.

BRIAN SCHROEDER is a recent graduate of ASU's School of Architecture, having earned his Master of Architecture degree in 2002. A member of the CAED Alumni Association Board of Directors, he is currently working independently as a designer in Phoenix and teaching an introductory architecture design studio at ASU.

MITU SINGH is a student in the Master of Environmental Planning program at ASU. She received her Bachelor of Architecture degree from the Sushant School of Art and Architecture in Gurgaon, India, in 2001. As architect for S.K.Das Associated Architects in New Delhi, India, she was involved in several urban design projects. Other projects included housing, bus stop designs, a children's museum, private residences, a neighborhood club, and a public school design. For the Ansals group of Industries, Architects and Planners, in Katmandu, Nepal, she made architectural, construction, and presentation drawings for a 150-apartment housing project. She has also worked with a real estate developer on the remodel of a private residence in the Palisades area of Los Angeles.

KIM SHETTER has been with the Herberger Center since 1992. She has worked on all aspects of the Center's publication mission, including books, working papers, newsletters, and journal articles. She has also been involved in the planning, implementation, and filming of various charrettes coordinated by the Joint Urban Design Program, has overseen publication of the charrette proceedings, and has produced video documentaries for selected charrettes. A graduate of Pomona College, she has a Master of Environmental Planning degree from ASU.

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